

Amendments to the Claims

Please amend claims 1, 17, 22-28, and 31-32 as shown below.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A computer system for enhancing a content object, comprising:

a storage memory;

a ~~leader~~ browser to download a web resource from a host server to a client computer and be stored in the storage memory, wherein an enhancement mechanism is downloaded with the network resource, wherein the enhancement mechanism includes:

a ~~loading-request/load~~ module for requesting and loading a content object from a content server to the client computer, wherein the content object is selected from the group consisting of an image and a banner ad; [[and]]

an enhancement module for altering an output format of the content object in real time, wherein the enhancement module rearranges image data of the content object and operates on content objects having any of a plurality of formats; and

an application programming interface (API) through which the content object passes before access by the enhancement module; and wherein the content object is loaded into the enhancement mechanism in one of a plurality of formats that do not require customization.

2. (Previously Presented) The system of claim 1, wherein the web resource is a web page.

3. (Canceled)
4. (Previously Presented) The system of claim 1, wherein the banner-ad comprises a banner ad in an industry standard format.
5. (Canceled)
6. (Original) The system of claim 2, wherein the enhancement mechanism comprises a plug-in embedded in the web page.
7. (Original) The system of claim 6, wherein the plug-in comprises an applet.
8. (Original) The system of claim 1, wherein the content server is an ad server.
9. (Original) The system of claim 8, wherein the ad server is a third party server.
10. (Original) The system of claim 8, wherein the host server acts as the ad server.
11. (Original) The system of claim 1, wherein the enhancement module converts the content object into a game.
12. (Previously Presented) The system of claim 1, wherein the enhancement module converts the banner ad into a game.
13. (Previously Presented) The system of claim 12, wherein the game overlays the banner ad.

14. (Previously Presented) The system of claim 12, wherein the game partitions the banner ad into a plurality of smaller images that can be relocated by an end user.

15. (Previously Presented) The system of claim 12, wherein the game resides in an area outside of the banner ad.

16. (Original) The system of claim 1, wherein the enhancement module instructs the host server to retrieve the content object.

17. (Currently Amended) The system of claim 1, further comprising:
a proxy system that obtains the content object from the content server on behalf of the client computer.

18. (Previously Presented) The system of claim 2, wherein an enhanced content object is created by replacing an embedded ad with an embedded enhancement module.

19. (Original) The system of claim 1, wherein the enhancement module alters the output format of the content object by providing an informing enhancement that requests a user action.

20. – 21. (Canceled)

22. (Currently Amended) ~~An enhancement mechanism~~ A method for enhancing content, the method comprising:

~~a loader to load~~ loading a content object for viewing by a user in one of a plurality of formats that do not require customization, wherein the content object

comprises data stored in a predefined format selected from the group consisting of a banner ad and an image;

~~an enhancement module enhancing the content object with at least one of selected from a~~ plurality of enhancement modules, wherein each enhancement module causes a different visual alteration of the loaded content object in real time; and
~~converting through an application programming interface for converting~~ the data from the predefined format of the content object to a format compatible with the ~~selected at least one~~ enhancement module.

23. (Currently Amended) The ~~enhancement mechanism method~~ of claim 22, wherein ~~the~~ at least one ~~of the enhancement modules module~~ converts the content object into a game.

24. (Currently Amended) The ~~enhancement mechanism method~~ of claim 22, wherein at least one of the enhancement modules comprises an information enhancement.

25. (Currently Amended) The ~~enhancement mechanism method~~ of claim 22, wherein the content object comprises an ad.

26. (Currently Amended) The ~~enhancement mechanism method~~ of claim 22, wherein the ~~loader for loading the content object, the application programming interface, and the selected enhancement module are contained~~ loading, the enhancing, and the converting of the predefined data of the content object is executed within a web page of a web browser.

27. (Currently Amended) The enhancement mechanism of claim 22, wherein the ~~loader for loading content object~~ loading the content object and ~~the~~ at least one enhancement module are implemented ~~[[as]]~~ by Java applets.

28. (Currently Amended) A ~~machine-computer~~ readable medium including program code that causes a ~~machine-computer~~ to perform the operations of:

selecting an enhancement module from a plurality of enhancement modules;

installing an enhancement mechanism into a requested web page that is to be downloaded to a client, wherein the enhancement mechanism includes the selected enhancement module;

through a proxy system, retrieving a content object on behalf of the client and causing the content object to be passed to the client for viewing, wherein the content object is selected from the group consisting of an ad and an image; and

wherein each of the plurality of enhancement modules causes a different visual alteration of the passed content object to, in real time, convert the content object into a scrambled version of the content object to create an interactive game for a viewing user.

29. - 30. (Canceled)

31. (Currently Amended) The ~~machine-computer~~ readable medium of claim 28, wherein at least one of the plurality of enhancement modules appends an information enhancement to the content object.

32. (Currently Amended) The ~~machine-computer~~ readable medium of claim 28, wherein the proxy system causes an address of the content object to be modified to point to an address of a host server.

33. (Previously Presented) A method of enhancing content, comprising the steps of:

requesting a web resource comprising a web page;

retrieving and processing the web resource, wherein the resource includes an enhancement mechanism; and

processing the enhancement mechanism, including the steps of:
retrieving a content object selected from the group consisting of a banner ad and an image;
transferring data from the content object to an enhancement module that displays the content object to a user of the web resource; and
executing the enhancement module in real time such that image data from the content object is rearranged to convert the content object into a game;
wherein the content object is loaded into the enhancement mechanism in one of a plurality of formats that do not require customization.

34. – 37. (Canceled)

38. (Original) The method of claim 33, wherein the enhancement module comprises an informing enhancement that appends a message to the content object that requests an action from an end user.

39. (Original) The method of claim 38, wherein the message is overlaid on top of the content object.

40. (Original) The method of claim 38, wherein the message is appended outside of the content object.

41. (Original) The method of claim 38, wherein the message is displayed intermittently with the content object.